

River's Edge Convention Center Advisory Board

Meeting Notes – June 13, 2017

Present Jodi Domeier, Marty Mahowald, Alvin Yu

Not Present Patty Gaetz, Julie Lunning

Staff Present Bill Dunsmoor, Rich Gallus, Tony Goddard

1. The meeting was convened at 5:05 pm at the Convention Center.
2. The Board considered the minutes of April 11, 2017. Mahowald moved acceptance of the minutes as submitted; Domeier seconded and the motion passed unanimously.
3. The Board reviewed the March 31, 2017 financial reports that had been distributed in the meeting packet. The reports are accurate on the expenditure side, but we still have issues with lagging posting of revenues. Some first quarter receipts were not entered into the system until after April 1st, so get attributed to the later quarter. Unfortunately, that makes it impossible, without a great deal of extra work, to compare first quarter 2017 to prior years. By year's end, and subsequent journal entries, the *annual* totals will be correct, but our ability to track mid-year is hampered.
4. Dunsmoor provided an update of recent operations at the facility, noting that we are at the end of a very busy period that taxes the operations staff. In the last three month, there have been 93 events and more than 35,000 patrons in the building. As we enter our slower period, the operations staff will transition to spending more time on maintenance and repair items. The building continues to host events, of course, just at a more moderate pace. Dunsmoor also gave an update on the construction project that will add an elevator to the east side of the building, greatly enhancing flow within the building and access to the plaza and trail. We now have construction bids and the City Council will be asked to approve the low bid on Monday June 19. We anticipate that the elevator will be operational by the end of the calendar year.
5. Gallus provided an update on marketing. He has continued to refine our occupancy tracking process and reported that occupancy levels continue to climb year over year. This is an off-rotation year for several large events – notably the Minnesota Quilter's Convention – but even so, 2017 shows an uptick over 2016. He also reviewed our social media traffic for the moth of May, with over 183,000 individuals "touched" through Facebook. Gallus mentioned that the Spirit cheerleading camp returns this summer, even larger than last year. Yu asked for an overview of how we manage social media accounts and the board discussed the process. We employ DAYTA Marketing to (a) monitor our accounts and flag problems, and (b) "push" stories out that promote specific events. Gallus and Dunsmoor also monitor the social media and Gallus produces blog content. The system works very well; our impact is high and rising and we are able to react quickly to inappropriate content.
6. The Board discussed recruitment of additional members. Goddard noted that Scott Raden has resigned from the board for personal reasons. Mayor Kleis will appoint one new member on Monday, June 19th, but we still have two vacant seats. The board discussed some candidates, whom Goddard will contact.

7. The board discussed meeting frequency and decided that, now that the period of involvement in the MAC project has ended, to return to a bi-monthly schedule. Remaining 2017 meetings will be: August 8, October 10, and December 12. At the October meeting, the board will adopt a schedule for 2018.
8. Goddard mentioned that we will have a security assessment on July 13th and we will report back on the results.
9. Next Meeting: Tuesday August 8, 2017, 5:00 pm
10. Adjournment at 6:15 pm.

Submitted by Tony Goddard